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## **Marylanders express favorable opinions of Old Bay Seasoning**

**Baltimore**—This poll asked Maryland residents about their opinions toward Old Bay Seasoning. The Goucher Poll surveyed **808** Maryland adults from **February 7-12** and has a margin of error of **+/-3.4** percent.

**Eighty-three percent** of Maryland residents have a favorable opinion of Old Bay Seasoning; **11 percent** have an unfavorable opinion. **Six percent** say they don't know how they feel about the blend of herbs and spices.

“Opinions toward Old Bay transcend party, age, race, gender, and ideological lines. An overwhelming majority of Marylanders view it favorably,” said Mileah Kromer, director of the Sarah T. Hughes Field Politics Center at Goucher College. “Maryland politicians should be wary in expressing any negative opinions toward this most beloved seasoning.”

### **About the Goucher Poll**

The Goucher Poll is conducted under the auspices of the Sarah T. Hughes Field Politics Center at Goucher College. Directed by Dr. Mileah Kromer, the Goucher Poll conducts surveys on public policy, economic, and social issues in Maryland.

Goucher College supports the Goucher Poll as part of its mission to instill in its students a sense of community where discourse is valued and practiced. The Goucher Poll is fully funded by the Sarah T. Hughes Field Politics Center endowment and does not take additional funding from outside sources. The Goucher Poll seeks to improve public discourse in Maryland by providing neutral, unbiased, and independent information on citizen perceptions and opinions. The data collected by the Goucher Poll are used to support faculty and student research.

The Sarah T. Hughes Field Politics Center is a member of the Association of Academic Survey Research Organizations and the American Association for Public Opinion Research Transparency Initiative.



## Survey Methodology

To ensure all Maryland residents are represented, the Goucher Poll is conducted using random digit dialing (RDD) of a county-level stratified random sample using landline and cellular telephone numbers. The sample of telephone numbers for the survey is obtained from Survey Sampling International, LLC (<http://www.surveysampling.com/>).

The survey was conducted **Thursday, February 7, to Tuesday, February 12**. During this time, interviews were conducted 5 p.m. to 9 p.m. on Monday to Friday and 12 p.m. to 9 p.m. on Saturday and Sunday. The Goucher Poll uses Voxco Computer-Assisted Telephone Interviewing (CATI) software to administer its surveys. Interviews are conducted by a staff of professionally trained, paid, student interviewers.

Interviewers attempted to reach respondents with working phone numbers a maximum of five times. Only Maryland adults—residents aged 18 years or older—were eligible to participate. Interviews were not conducted with adults who were reached at business or work numbers. **Seventy-seven percent** of the interviews were conducted on a cell phone and **23 percent** were conducted on a landline.

Interviews for this survey were completed with **808** Maryland adults. For a sample size of **808**, there is a 95 percent probability the survey results have a plus or minus **3.4 percentage** point sampling error from the actual population distribution for any given survey question. Margins of error are higher for subsamples.

In addition to sampling error, all surveys are subject to sources of non-sampling error, including question wording effects, question order effects, and non-response bias. Margin of error is not adjusted for design effects. Data is weighted by gender, age, race, region, and educational attainment of the state to represent adult population targets established by the most recent American Community Survey (ACS).

## Survey Question Design

The Goucher Poll provides the questions as worded and the order in which they are administered to respondents.

**BRACKETED ITEMS [ ]:** Items and statements in brackets are rotated to ensure respondents do not receive a set order of response options, which maintains question construction integrity by avoiding respondent agreement based on question composition.

Example: [agree or disagree] or [disagree or agree]

**PROBE (p):** Some questions contain a “probe” maneuver to determine a respondent’s intensity of opinion/perspective. Probe techniques used in this questionnaire mainly consist of asking respondents if their responses are more intense than initially provided.

Example: Do you have a [favorable or unfavorable] opinion of President Obama?

**PROBE:** Would you say very favorable/unfavorable?

**OPEN-ENDED:** No response options are provided for an open-ended question, i.e., it is entirely up to the respondent to provide the response information. Any response options provided to the interviewer are not read to the respondent; they are only used to help reduce interviewer error and time in coding the response.

**VOLUNTEER (v):** Volunteer responses means the interviewer did not offer that response option in the question as read to the interviewer. Interviewers are instructed not to offer “don’t know” or “refused” or “some other opinion” to the respondent, but the respondent is free to volunteer that information for the interviewer to record.

### Goucher Poll Sample Demographics (in percent)

	Maryland Adult Population Parameter	Weighted Sample Estimate Adults  (n=808)	Weighted Sample Estimate Registered Voters  (n=707)
<b>Gender</b>			
Male	47	47	47
Female	53	53	53
<b>Age</b>			
18 to 24	12	12	9
25 to 34	18	18	18
35 to 44	16	16	17
45 to 54	18	18	19
55 to 64	17	17	18
65+	19	18	19
<b>Race</b>			
White	61	61	62
Black	30	30	29
Other	9	9	9
<b>Education</b>			
High school or less	35	35	33
Tech school/some college	26	26	26
College degree	21	21	22
Adv./professional degree	18	18	19
<b>Geography</b>			
Central Region	21	17	18
Montgomery County	17	15	15
Prince George's County	15	11	10
Baltimore County	14	14	14
Baltimore City	11	21	21
Western Region	8	8	8
Eastern Shore Region	8	8	8
Southern Region	6	6	6

Counties included in regions:

- Central: Anne Arundel, Carroll, Harford, and Howard
- Western: Allegany, Garrett, Frederick, and Washington
- Eastern Shore: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester
- Southern: Calvert, Charles, and St. Mary's

## Registered Voters

Registered voter screen question:

### **Q: REGVOTE**

Are you registered to vote at your current address?

If “Yes,” follow up: Are you registered as a Republican, Democrat, Independent, unaffiliated, or something else?

Of the **808** Maryland adult residents surveyed, **707** indicated they were registered voters with the Democratic, Republican, or other party or registered unaffiliated (i.e., independent).

### **Maryland Voter Registration (in percent)**

	Party Registration (Oct 2018)	Weighted Sample Estimate <b>Registered Voters</b> (n=707)
Democratic Party	55	51
Republican Party	26	28
Unaffiliated (Independent)	18	17
Other Party (Green/Libertarian/Other)	2	4
Total=	100	707 +/-3.7

Information on voter registration in Maryland from the Board of Elections can be found at <http://www.elections.state.md.us>.

### **Q: IDEO**

Do you consider yourself to be politically [**conservative, moderate, or progressive**]?

	All Adults	Registered Voters
Conservative	30	29
Moderate	43	43
Progressive	23	23
<b>Don't know (v)</b>	5	4
Total=	808 +/-3.4	707 +/-3.7

The following question was asked to the full sample of **808 Maryland adults**. Please refer to **page 7** for the results by registered voter and other key demographics. Results are in percent and may not add up exactly to 100 due to weighting and rounding.

**Q: OLDBAY**

Do you have a [favorable or unfavorable] opinion of Old Bay seasoning?

**PROBE**

	<b>FEB 19</b>
Very unfavorable (p)	4
Unfavorable	7
Favorable	32
Very favorable (p)	51
Don't know (v)	5
Refused (v)	1
Total=	808 +/-3.4

**Results by Demographics (in percent)**

- Column percentages
- Unless specified, “don’t know,” “refused,” and other volunteered responses are not included below
- Margin of error is higher for subsamples
- Refer to tables above for questions as worded

	Registered Voters				Maryland Adults							
		Party Registration			Gender		Age			Race		
	All (n=707)	Dem (n=362)	Ind (n=119)	Rep (n=200)	Male (n=380)	Female (n=428)	18-34 (n=245)	35-54 (n=277)	55+ (n=286)	White (n=493)	Black (n=242)	Other (n=73)
<b>Q: OLDBAY</b>												
Unfavorable	9	7	13	7	12	10	17	9	7	8	19	10
Favorable	87	90	81	89	80	86	78	86	86	87	75	82

	Maryland Adults								
	College		Region			Ideology			
	>4-year degree (n=492)	4-year degree + (n=316)	MG/ PG (n=259)	Central/ Balt Metro (n=372)	Outside Urban Corridor (n=177)	Cons (n=240)	Mod (n=346)	Prog (n=184)	
<b>Q: OLDBAY</b>									
Unfavorable	14	7	10	11	12	10	11	13	
Favorable	82	86	81	84	84	84	83	81	